



**CFMA-GEORGIA CHAPTER
P.O. BOX 19791
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Construction Financial Management Association

Georgia Chapter Newsletter

2009/2010 Issue 2

March 2010

President's Corner

"CFMA is something you do, not something you join."

FISCAL 2009/2010

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That's a quote from Dick Rice, founding member of the Albuquerque Chapter of CFMA when he was being interviewed in CFMA's *Chap Chats* newsletter about the 20th anniversary of his chapter and its success. When I read that for the first time back in December 2009 it instantly struck home. How true that is, I thought. When it comes to being a part of an organization like CFMA the old adage 'You get out of it what you put into it' instantly comes to mind. While it may be cliché, it is, nonetheless, true.

Like any organization, the CFMA needs volunteers to make it run smoothly. Our Chapter is fortunate to have a Board of Directors made up of people who believe strongly in CFMA as *The Source and Resource for Construction Financial Professionals*. Thanks to their hard work and dedication, the Georgia Chapter is one of the most successful in the nation. Of course, they can't do it alone. Without a strong membership made up of both general members and associates, we would not be the awesome Chapter that we are.

How many times have you been to a meeting and thought about getting more involved? Maybe never! On the other hand, maybe you've just been waiting for the right time. Well don't wait any longer! As a member of CFMA you undoubtedly feel like you're getting your money's worth just by coming to the monthly meetings, making new business contacts, earning CPE credits and, perhaps, attending the national conference. But what would you say if I told you that you could magnify the worth of your membership by a factor of ten, maybe even one hundred, just by joining a committee or serving on the Board of Directors, or even becoming an officer? Volunteering with an organization like CFMA gives you a chance to see what goes on behind the scenes, develop those business relationships further, and have a voice in how our Chapter is run. It reminds me of a bumper sticker I saw recently that said, "Volunteer. The world is run by people who show up." Don't be one of those people who wished they had been more involved. Just do it!

Thank you for allowing me to be your President this past year. It has truly been a pleasure. It's been an experience that I would not trade for anything, and also one that I highly recommend if you want to get more involved. Although my time as President is at an end, I'll still be working on the Board and helping to push our Chapter forward. We've accomplished a lot this year, but there's still a lot to do. There are some great things coming down the pike and I can't wait to see where they will take us.

Continue the ascent.



D. Bryan Johnson

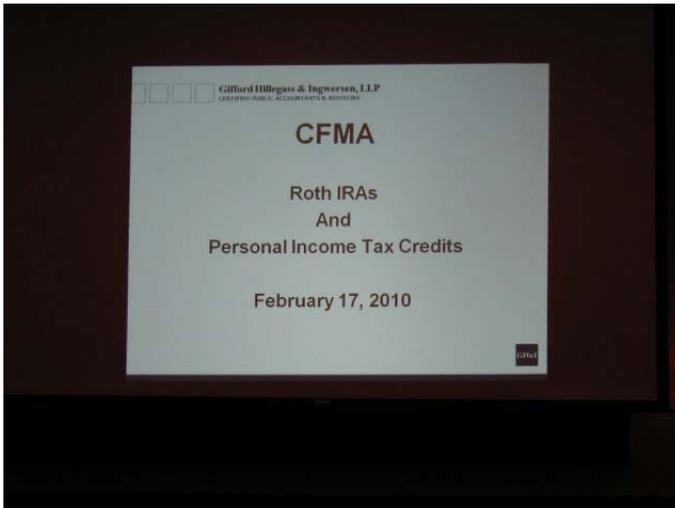
D. Bryan Johnson, CPA

Assistant Controller

Hardin Construction Co., LLC

Highlights from recent events

2009/2010 Meetings and Events



“Roth IRA’s – To Convert or Not to Convert” Jay Robbins & Ron Kelm – G,H, & I February 2010

“Improving the Collection of Receivables: Strategies and Experiences of an Attorney” Antony L. Sanacory - Duane Morris, LLP March 2010

FREE FRIDAYS ARE BACK!



**February 12, 2010 Free Friday
Scott Hazy – Bennett Thrasher
“The IFRS Convergence Project”**

Mark Your Calendar for Upcoming Free Fridays!

April 30, 2010

**Danny Parrish - Zebra Construction
“Sustaining Your Business After a Downturn”**

June 4, 2010

**Anthony L. Sanacory – Duane Morris, LLP
Sponsored by Hardin Construction
“Collection of Receivables”**

September 24, 2010

**Wayne Binkins & Terrie Josey–Cleveland Electric
“The Cost Control Side of Safety and Risk
Management”**

**Free Friday’s are a good way to learn, earn CPE’s, be social, and have fun.
All at no Cost!!!!**



CFMA's 2010 Annual Conference & Exhibition |
June 26-30 | KONA, HAWAII
Connect to Success



Take the next bold step in your career and [register](#) for [CFMA's 2010 Annual Conference & Exhibition](#). The 2010 Conference is designed to provide the knowledge, resources, and connections you need to build your skills and poise yourself – and your company – for success in 2010. Attending the 2010 Conference is more affordable and accessible than ever before.

Mel Burges of the Georgia Chapter will be installed as the next CFMA National Chairman at this Conference! Find out more at www.cfma.org



What do I need to know for the CCIFP exam?

The exam covers nine content areas: Accounting & Reporting, Income Recognition, Budgeting & Planning, Risk Management, Taxes, HR, Legal, IT, and Joint Ventures. Get a detailed outline of these content areas in the Candidate Bulletin.

How should I prepare?

Review the exam content, select resources to help you study, and answer the sample questions provided. More tips are provided in the Candidate Information Bulletin. A Study Guide is also available from CFMA. More information can be found at : www.iccftp.org

CCIFP Exam Date

Jun 26, 2010
 Jul 17, 2010
 Sept 19, 2010
 Nov 6, 2010

Exam Location

Waikoloa, HI
 Chicago, IL
 Baltimore, MD
 Cheektowaga, NY

Application Deadline

Jun 1, 2010
 Jul 7, 2010
 Sept 9, 2010
 Oct 27, 2010

Member Spotlight Getting to know your fellow chapter members



Jack Godfrey
CFO
The Saxon Group

CFMA was first introduced to me by a fellow Ernst & Young alumnus back in 2003. I had recently accepted a position with a design build firm as their Controller and was searching for a professional affiliation that would provide networking and continuing education alternatives to keep my CPA License current and be specific to our industry. I was immediately impressed with how relevant the subject material of the monthly meetings corresponded the role of a Construction Industry Controller and the size and strength of the Georgia Chapter.

One of the first people I got to know through CFMA was Kevin Swanson. Kevin encouraged me to attend the National Convention in Boston in 2005. It was at the Convention that I more fully recognized the depth of knowledge contained within CFMA. I was so impressed by a Cash Management Training class I attended that I took the material and taught it myself to our own construction project managers. We are truly fortunate to have so many extended learning opportunities at not only a National level but also within the Georgia Chapter. I have had the opportunity to give back on several occasions working with Ken Bomar and the Chapter's Education Committee to help teach the CCIFP Review Class. Also, many of us have benefitted from Al Clark's many education contributions and would recommend his Construction Tax Class to anyone.

After six years in public accounting with Ernst & Young you tend to think you already know most everything about being a Controller. I quickly determined there are many areas of responsibility including surety, insurance, cash management, legal contracts, and information technology to name a few where you have received limited exposure. My involvement with CFMA helped me fill the construction specific knowledge gap and better prepared me to advance to the CFO level in 2006. As a coincidence 2006 is also the year I became a CCIFP and became a member of the Georgia Chapter Board of Directors. Also, my third child was born in 2006 so it was a big year all the way around.

In 2009, I had a great opportunity to join The Saxon Group as their Chief Financial Officer. The Saxon Group is a heavy industrial mechanical contractor specializing in the power generation and cryogenics industries. Saxon is lead by a former Georgia Tech classmate of mine so I feel right at home.

Life away from work keeps me tremendously busy as my wife Tiffany and I have four children (two girls, two boys) ages 8, 6, 4, and 2. We stay very involved as a family with school, sports and church activities. This spring I am coaching both my boys in Smyrna Little League Baseball. As time permits, I enjoy making it down to Bobby Dodd Stadium to watch Georgia Tech football and playing golf in my vast amounts of spare time.

I look forward to assuming the role of Treasurer for the Georgia Chapter effective April 1. It is a great opportunity to take the next step of involvement with CFMA.



The Saxon Group, Inc. is a full service industrial firm, celebrating their 19th year in business. Headquartered in Atlanta, Georgia, The Saxon Group, Inc. has the capabilities of performing projects with engineering, estimating, planning and scheduling, to complement the execution of quality construction projects throughout the United States.

Leaders' Edge

(Taken from CFMA's Chap/Chats Newsletter)



8 Leadership Mistakes

Change is a byword of for the times, and effective change requires great leaders.

Companies like GE, which has been used as a benchmark for "how to do it right," sell careers, not jobs. It identifies, rewards, and develops great talent.

If the answers are so straightforward, why don't more companies "get it right?" Below are eight obstacles to success:

1. Complex programs and practices vs. simple ones. The best leadership development processes aren't overly engineered or sophisticated. Provide practical tools for managers and drive for honest conversations about performance, potential, and capabilities.

2. Do as I say, not as I do. If the CEO and senior executives won't spend the time to make talent and leadership a priority, neither will anyone else. Leadership isn't just about what leaders do. It's something they are, which then drives what they do. Genuine leadership comes from within.

3. Haves vs. have-nots. Executives worry about alienating or disengaging others in the organization. Under recognition of high potentials is one of the

single biggest issues companies face. One key is establishing ratings and rewards systems that send the desired message to top talent, solid contributors, and underperformers.

4. The road less traveled. The best companies constantly refine and improve, but doing nothing can move an organization backward in the talent marketplace. The best people may be walking out the door while you wait. Focus on the most critical talent: high potentials, high performers, and those with key skills. Get succession management right. This sends a message the organization is serious about growth from within.

5. Potholes left unfilled. Many companies have some kind of discussion about talent capabilities and skill growth needs. But that often is where it stops. The content of that discussion winds up in a drawer. Or action steps are assigned without accountability. The best companies take the extra steps to hold individuals responsible for developmental action steps, monitor follow up actions, and assess progress.

6. Broken chains. Leadership practices often

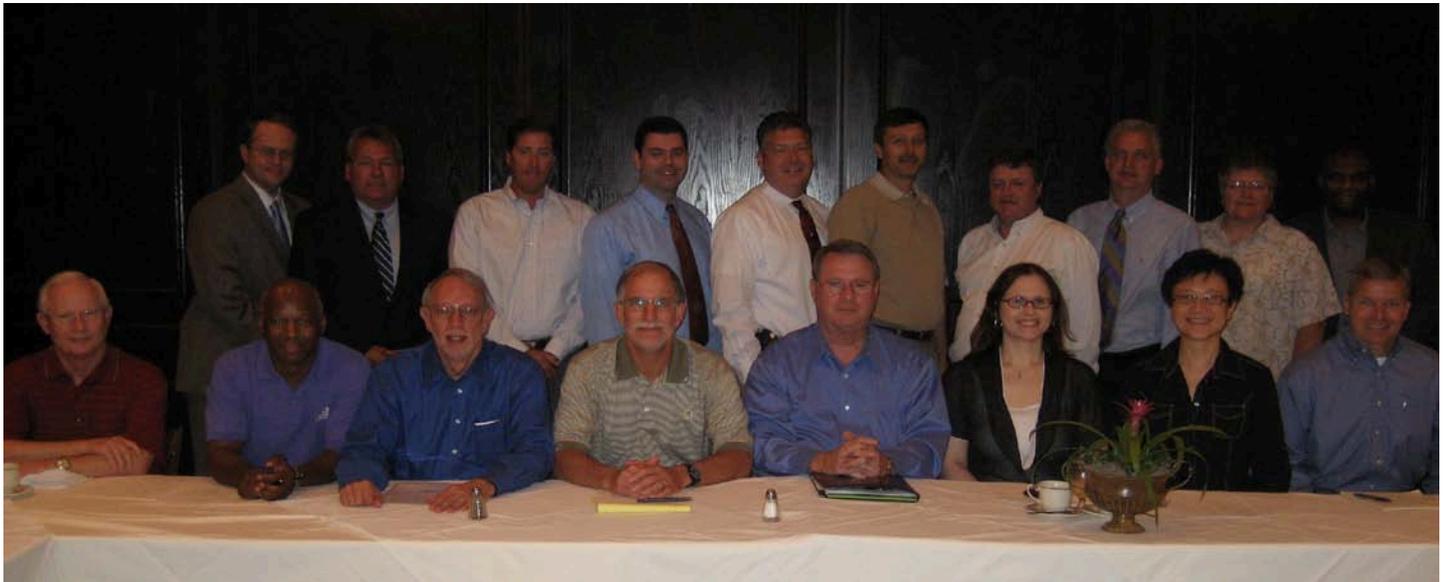
are not well-connected. They are owned by different groups that do not always share accountabilities or talk to one another. Even more troubling is the frequently missing link to strategic business objectives. Leading companies design their practices to support business goals and drive business success. They make talent decisions with business needs in mind.

7. Confidence without capability. Some organizations think they are better at leadership than they actually are. These companies often do one process fairly well but they don't address the big picture. Others have not evolved good programs over time. A third group does all the right things, but only on paper.

8. Just-in-time talent. During the past several decades, many companies formed bad habits by buying what they needed due to the ready supply of available talent. The consequences of that strategy are becoming clearer. Evidence inside and outside of companies shows overinflated talent often underperforms, with undesirable financial and cultural impacts

Leaders aren't always born. Sometimes they're made.

Establish ratings and rewards systems that send the desired message to top talent, solid contributors, and underperformers.



2009/2010 Board of Directors

Front row(left to right) Alex Haas, Mel Burges, Danny Parrish, Joe Massey, Bill Mellon, Buffy Ball, Helena Prieto, Jack Godfrey
 Second row: Jeff Seay (Guest), Jeff Traeger, Jim Clarke, Bryan Johnson, Jeff Krall, Mike Kiblinger, Steve Henshaw, Ken Bomar, Anita Vandeventer, Reuben Jefferson
 Not Shown: John Shackleton, Rich Kaye, Lori Greene, Alan Clark, Paul Moore, Emily Scott

A special thank you for outstanding service and dedication to our departing board members:

Alex Haas, Bill Mellon, Jeff Traeger, John Shackleton, Rich Kaye

Welcome new Georgia Chapter Members

Scott Calhoun, Brett Hayes, Julie Thacker, William Martin, Thomas Lowery, Connie Tritt, Joseph Pritchard, Chris Williams, Phillip Leek, Kari Parramore, Dawane Lusk, Clint Brasier, Bobbie Dorn, Thomas Jollay, Douglas Schwartz, Stanley Silver, Randall Long, Ronald Kelm, Ken Harbour, Paul Mashburn, Donna Caruso, Lynette Sawyer, Renae Sims, John Colwell, Charles Woodman, Kim Zell, Jason Hoarell, Gina Hammock, Thomas Kline, and Marcus McKerley

The Georgia Chapter is currently over 160 members strong!

Contact **Lori Greene** lori@greeneesf.com or <http://chapters.cfma.org/Georgia/index.htm> for details.

Improve job performance, maximize profitability, discover new possibilities. Be a CFMA member!
 The more members we have, and the more involved we are, the stronger our chapter becomes.
 Introduce CFMA to someone. And thank you for renewing your membership.

Get Involved in these Chapter Committees!

Chapter Recognition	Jeff Seay	Jeff.Seay@frazierdeeter.com	404.253.7524
Communication	Andy Phelps	andy@clevelandgroup.com	404.504.4552
Education	Ken Bomar	kbomar@trinityatl.org	404.428.8248
Golf Tournament	Brandon Bridges	brandon.bridges@rutherfoord.com	678.366.3398
Membership	Lori Greene	lori@greeneesf.com	404.909.3277
Program Committee	Mike Kiblinger	MikeK@humpancomp.com	770.434.2919
Public Relations	Al Clark	aclark@smithadcock.com	404.252.2208
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